

EXHIBIT 25

VOGUE

SUBSCRIBE

SIGN IN



FASHION BEAUTY CULTURE LIVING WEDDINGS RUNWAY SHOPPING VIDEO VOGUE CLUB PHOTOVOGUE

Vogue Shopping New Arrivals Under \$300 Trending Now Vacation Shop Editor Wish Lists Best of Sale Dresses Wardrobe Staples

These 20 Contemporary Brands Are Defining the New Era of It Bags

BY LAURA JACKSON

February 2, 2023



Photo: Courtesy of Savette; Wandler; DeMellier; Porto.

All products featured on Vogue are independently selected by our editors. However, we may earn affiliate revenue on this article and commission when you buy something.

A sleek handbag has always had the power and potential to elevate any outfit—throw it on over a plain white T-shirt or lived-in pair of jeans and expect success each and every time. And these days, thanks to a new class of contemporary bag brands, this elevation has never been more achievable. From DeMellier and Anine Bing to Neous and Savette, a healthy mix of well-established and emerging labels are finding cult status amongst an audience that is style conscious, minimally minded, and, most importantly, sustainability-focused.



Case 1:24-cv-03109-JLR Document 160-1 Filed 08/20/24 Page 3 of 30

a new class of contemporary bag brands, this elevation has never been more achievable. From DeMellier and Anine Bing to Neous and Savette, a healthy mix of well-established and emerging labels are finding cult status amongst an audience that is style conscious, minimally minded, and, most importantly, sustainability-focused.



From White Tees to Blue
Jeans, Shop 80 Fashion
Essentials for the Perfect Closet

[SHOP THE FULL EDIT](#)



Vogue Shopping

The insider's guide to what to shop and how to wear it.

SIGN UP

By signing up you agree to our [User Agreement](#) (including the [class action waiver and arbitration provisions](#)), our [Privacy Policy & Cookie Statement](#) and to receive marketing and account-related emails from Vogue. You can unsubscribe at any time. This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

What does each of these contemporary bag brands have in common? All are designed with intention—and the intention being to last forever in your wardrobe, not just seasons. Each brand is committed to crafting sensible and stylish pieces meant for daily life and everyday wear, blending in beautifully with your other [wardrobe essentials](#), say a cozy [cashmere](#) knit or a crisp [button-up](#). Lately, a pared-down but never boring [handbag](#) from the likes of Wandler or Nothing Written has become somewhat of a status symbol—a [non-trend trend](#), if you will. Other [anonymous It bags](#) can be found courtesy of Little Liffner, Hereu, and Aesther Ekme. Then—and because it's fashion we're obsessed with, after all—there are those irresistible, trend-forward styles from By Far and Marge Sherwood, which have single-handedly put the [moon bag](#) back on the map.

With price points mostly under \$1,000, many of these contemporary bag brands have been brought on by luxury retailers like Saks Fifth Avenue, Net-a-Porter, MatchesFashion, and more, all of which share the common goal to encourage the modern woman to develop her own unique personal style. We're highlighting 20 bag brands that fall into this new class of contemporary—makers of designs that will certainly become the centerpiece of your closet.

DeMellier



Founded by Mireia Llusia-Lindh, DeMellier London is committed to doing things differently. Each bag is



Photo: DeMellier

Founded by Mireia Llusia-Lindh, DeMellier London is committed to doing things differently. Each bag is crafted ethically and sustainably in Italy or Spain and sourced with the highest quality materials. The result? Effortlessly elegant handbags that whisper 'chic' wherever you take them.



DeMellier midi New York leather tote

\$535
SAKS FIFTH AVENUE



DeMellier Santorini raffia basket bag

\$265
SAKS FIFTH AVENUE



DeMellier Vancouver leather shoulder bag

\$530
SAKS FIFTH AVENUE



DeMellier mini Saint Petersburg croc-embossed bag

\$480
SAKS FIFTH AVENUE

Anine Ring

Anine Bing

Look to Los Angeles-based brand Anine Bing for the latest in casual coolness. Bing's designs are thoughtfully sourced—made to last forever in your wardrobe and not just seasons. For the modern woman looking to err on the edgier side of fashion, you've arrived at the right place.



Photo: Courtesy of Anine Bing.



Anine Bing mini Cleo bag

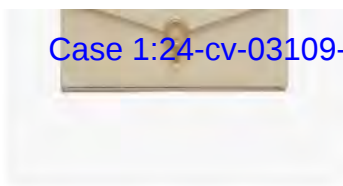


Anine Bing mini Jody bag

\$500
SSENSE

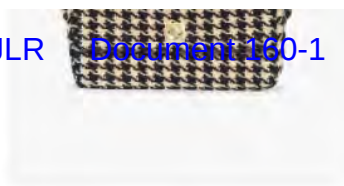
\$600
SSENSE





Anine Bing Colette shoulder bag

\$535
SSENSE



Anine Bing Nico bag

\$350
ANINE BING



Neous



Photo: Courtesy of Neous.

UK label Neous is known for its minimalist approach to all designs, whether ready-to-wear or accessories. Handcrafted in Italy, each handbag comes in unique silhouettes inspired by modern art. Its 'Phoenix' handbag in a burnt burgundy is especially covetable.



Neous Phoenix leather shoulder bag

\$935
NET-A-PORTER



Neous Delphinus bag

\$625
NEOUS





Neous Scorpius leather tote

\$935
NET-A-PORTER



Neous Corvus leather shoulder bag

\$780
NET-A-PORTER



Little Liffner

With a 'less is more' mantra, Little Liffner's minimalist designs reflect the brand's Scandinavian roots. Its bags, however, are perfectly playful, featuring delightful details like sculptural shapes and macaroni gold hardware. To tote a Little Liffner handbag is to make a subtle yet striking statement.



Photo: Courtesy of Little Liffner.



Little Liffner Open Tulip tote

\$585
LITTLE LIFFNER

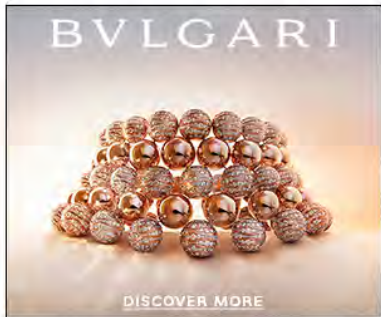


Little Liffner Rainbow shoulder bag

\$495
SSENSE

\$585
LITTLE LIFFNER

\$495
SSENSE



Little Liffner mini Maccheroni bag

Little Liffner slanted shoulder bag

\$495
SSENSE

\$495
SSENSE

Savette



Photo: Courtesy of Savette.

Founded by designer Amy Zurek, Savette honors traditional leather craftsmanship done in a more modern manner. Each handbag is made with longevity in mind—the intention being to pass it down from generation to generation. With such sleek silhouettes, challenge accepted.



Savette Tondo small leather shoulder bag

Savette Symmetry slim symmetry pochette

Savette Tondo small leather shoulder bag

\$1,550
NET-A-PORTER



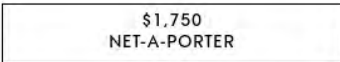
Savette Symmetry slim symmetry pochette

\$1,390
SAVETTE



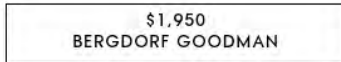
Savette Symmetry 19 leather shoulder bag

\$1,750
NET-A-PORTER



Savette The Symmetry 26 suede shoulder bag

\$1,950
BERGDORF GOODMAN



Porto

Porto's line of fine leather pouches is the definition of quiet luxury. 'The Pouch' is roomy enough to fit your essentials, making it the perfect work bag, while the Mini Pouch is a chic choice for nights out.



Photo: Courtesy of Porto.





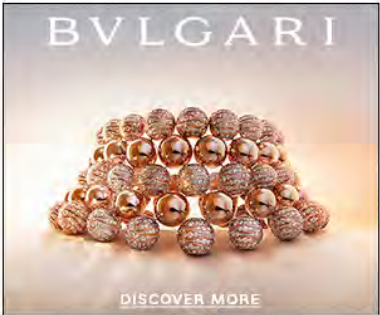
Porto The Pouch

\$250
PORTO



Porto The Pouch

\$250
PORTO



Porto The Mini

\$195
PORTO



Porto The Mini

\$195
PORTO

Wandler



Photo: Courtesy of Wandler.

Elza Wandler founded her eponymous label to encourage women to find their unique personal styles. While the classics can be found, like sleek shoulder bags in black and chestnut, other options, like its ‘Carly’ splattered leather bag, are defined as the perfect city companion.

city companion.
Photo: Courtesy of Wandler.



Wandler Carly mini printed leather shoulder bag

\$700
NET-A-PORTER



Wandler Penelope micro leather shoulder bag

\$840
NET-A-PORTER



Wandler Lin leather shoulder bag

\$1,060
NET-A-PORTER

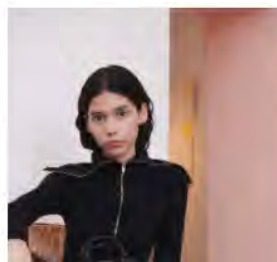


Wandler Uma Box leather shoulder bag

\$980
NET-A-PORTER

Hereu

With roots in the Spanish Mediterranean, each Hereu handbag simultaneously incorporates artisanal traditions with contemporary designs. With details such as braiding and cool canvas, a Hereu tote is the ultimate



Mediterranean, each Hereu handbag simultaneously incorporates artisanal traditions with contemporary designs. With details such as braiding and cool canvas, a Hereu tote is the ultimate piece of resort wear no matter the season.



Photo: Courtesy of Hereu.



Hereu Cala small canvas tote bag

\$455
BERGDORF GOODMAN



Hereu Bombon braided leather top-handle bag

\$490
BERGDORF GOODMAN



Hereu Galleda small woven straw bucket bag

\$445
BERGDORF GOODMAN



Hereu Sinia braided-front leather cross-body bag

\$575
MATCHESFASHION

Boyy.

Boyy



New York-based brand Boyy was founded in 2006 by designers Jesse Dorsey and Wannasiri Kongman with the intention being to create fresh and forward-thinking designs. The label's signature oversized buckle is just one of many unique details not to be missed.



Photo: Courtesy of Boyy.



Boyy Bobby 18 Liquida D'Oro buckled leather tote

Boyy Wonton 20 leather tote

\$1,395
NET-A-PORTER

\$1,140
NET-A-PORTER



Boyy Bobby Soft woven raffia and buckled leather tote

Boyy Bobby 18 Soft buckled textured-leather shoulder bag

\$995
NET-A-PORTER

\$1,195
NET-A-PORTER

Boyy Bobby Soft woven raffia and buckled leather tote

\$995
NET-A-PORTER

Boyy Bobby 18 Soft buckled textured-leather shoulder bag

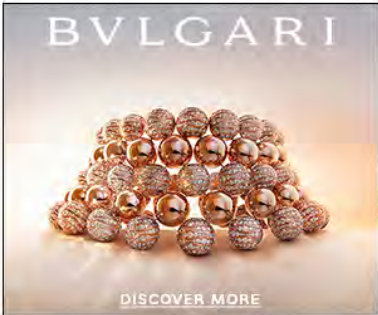
\$1,195
NET-A-PORTER

Nothing Written

Designed in Seoul, Nothing Written is committed to crafting sensible and stylish pieces meant for daily life and everyday wear. Each minimalist bag beautifully blends in with your other wardrobe essentials, say a cozy cashmere knit or a live-in pair of denim.



Photo: Courtesy of Nothing Written.



Nothing Written classic golf bag

\$375
SSENSE



NOTHING WRITTEN
Ain tote

~~\$230~~ \$175
SSENSE





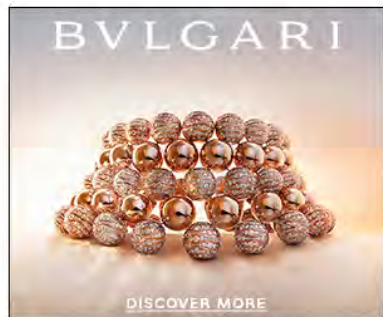
Nothing Written Ferry bag

\$350
SSENSE



Nothing Written suede shoulder bag

\$295
SSENSE



Aesther Ekme



Photo: Courtesy of Aesther Ekme.

Aesther Ekme's sculptural aesthetic can be felt throughout each and every one of its designs. Each bag is perfectly polished—and made with the highest quality materials, which makes all the difference when choosing your handbag of choice.



Aesther Ekme Demi lune leather tote bag

\$506
BERGDORF GOODMAN



Aesther Ekme fold-over leather shoulder bag

\$495
BERGDORF GOODMAN





Aesther Ekme soft bag

\$590
SSENSE



Aesther Ekme maxi Marin tote

\$615
SSENSE



ATP Atelier

Two close friends, Maj-La and Jonas, founded ATP Atelier out of an obsession with the finest leather, precious details, and expert craftsmanship. While some designs lean more structural for a more unique customer, others are perfectly classic and timeless.



Photo: Courtesy of ATP Atelier.



ATP Atelier Caselle leather shoulder bag



ATP Atelier Cortona nappa medium tote

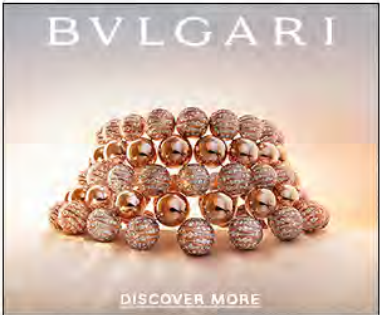
ATP Atelier Caselle leather shoulder bag

\$440
24S



ATP Atelier Cortona nappa medium tote bag

\$635
24S



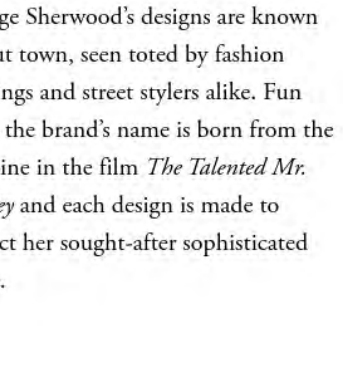
ATP Atelier Arezzo leather handbag

\$570
24S



ATP Atelier Assisi leather baguette bag

\$570
24S



Marge Sherwood

Marge Sherwood's designs are known about town, seen toted by fashion darlings and street stylers alike. Fun fact: the brand's name is born from the heroine in the film *The Talented Mr. Ripley* and each design is made to reflect her sought-after sophisticated style.

Photo: Courtesy of Marge Sherwood.





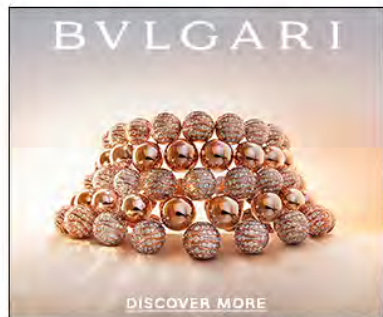
Marge Sherwood mini patent leather bag

\$305
SSENSE



Marge Sherwood Bessette bag

\$520
SSENSE



Marge Sherwood Medium hobo suede shoulder bag

\$363
LUISAVIAROMA



Marge Sherwood Bessette leather shoulder bag

\$292
LUISAVIAROMA

By Far

By Far is an accessories brand that is constantly reinventing the classics. Founded by a set of sisters in 2016, the label has become a staple in any cool-girls closet. Of its biggest supporters, you might ask? None other than Hailey Bieber.



Photo: Courtesy of By Far.

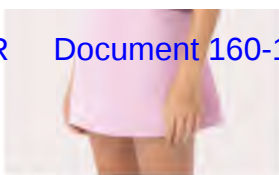


Photo: Courtesy of By Far.



By Far Gib shoulder bag

\$660
SSENSE



By Far mini Ami shoulder bag

\$570
REVOLVE



By Far Miranda shoulder bag

\$595
SSENSE



By Far Rachel nutella croco embossed bag

\$358
SHOPBOP

Dragon Diffusion

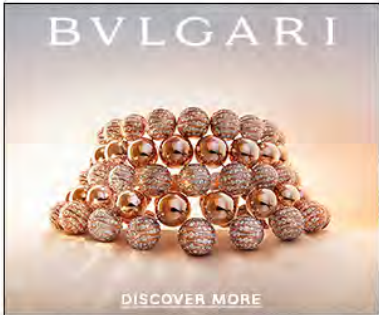


There's no secret to the allure of basket bags in the summer season and no one is doing it better than Dragon Diffusion. Each of its handwoven bags is crafted with the intention—to make



Photo: Courtesy of Dragon Diffusion.

There's no secret to the allure of basket bags in the summer season and no one is doing it better than Dragon Diffusion. Each of its handwoven bags is crafted with the intention—to make a subtle statement and to do so sustainably. Coming in an array of neutral colorways, a Dragon Diffusion tote is a certified closet staple.



Dragon Diffusion Santa Croce Big woven leather tote

\$440
NET-A-PORTER



Dragon Diffusion Triple Jump woven-leather basket bag

\$410
MATCHESFASHION



Dragon Diffusion Nantucket large woven leather tote

\$495
NET-A-PORTER



Dragon Diffusion Triple Jump large woven-leather basket bag

\$376
MATCHESFASHION

Dragon Diffusion Market Large Women's leather tote

\$495
NET-A-PORTER

Dragon Diffusion Market Large Women's leather basket bag

\$376
MATCHESFASHION

Edas

New York-based brand Edas' designs are rooted in craftsmanship and innovation. With playful shapes and pops of colors, an Edas handbag packs the perfect punch.



Photo: Courtesy of Edas.



Edas Yshaia leather shoulder bag

\$435
NORDSTROM



Edas Maria leather baguette bag

\$395
NORDSTROM





Edas x Mexico Cynthia colorblock leather bucket bag

\$485
NORDSTROM



Edas mini Yshaia leather shoulder bag

\$310
NORDSTROM



Staud



Photo: Courtesy of Staud.

There's no denying the appeal of Sarah Staudinger's designs, whether it's her culty ready-to-wear collections or her minimalist handbag selection. When it comes to the brand's bags, each one reflects (you could even say starts) the latest trends. Our favorites include its modern moon bags, sleek shoulder bags, and funky bean bags.



Staud raffia moon tote

\$295
SAKS FIFTH AVENUE



Staud Bean ruched leather shoulder bag

\$195
SAKS FIFTH AVENUE





Staud Alec bag

\$350
STAUD



Staud Ollie polished leather top handle bag

\$250
LUISAVIAROMA



Brandon Blackwood

Brandon Blackwood's handbag collection is a surefire way to make a statement these days. Coming in an array of textures, like denim and croc, no design is the same—and for the better. Wear yours with a muted fashion foundation to make sure that the bag shines the brightest.



Photo: Courtesy of Brandon Blackwood.



Brandon Blackwood Kendrick croc-embossed leather top handle bag

\$300



Brandon Blackwood mini Valentina leather chain shoulder bag

\$285

Brandon Blackwood Kendrick croc-embossed leather top handle bag

\$300
SAKS FIFTH AVENUE



Brandon Blackwood mini Valentina leather chain shoulder bag

\$285
SAKS FIFTH AVENUE



Brandon Blackwood Nia denim logo shoulder bag

\$400
SAKS FIFTH AVENUE



Brandon Blackwood Cortni leather shoulder bag

\$200
SAKS FIFTH AVENUE



Cuyana



Female-founded brand Cuyana is committed to offering fewer but better collections that embody timelessness, sustainability, and expert craftsmanship. For the more minimally minded, a Cuyana tote is the perfect accessory to invest in.

Photo: Courtesy of Cuyana.





Cuyana System tote

\$278
CUYANA



Cuyana sculpted handle bag

\$328
CUYANA



Cuyana double loop bag

\$348
CUYANA



Cuyana Easy tote

\$248
CUYANA

Elleme

Paris-based brand, Elleme, defines the French-girl aesthetic we all know and love. Its simple yet chic designs are made with the modern woman in mind. Wear yours with a simple knit and a pair of jeans for maximum effect.



Photo: Courtesy of Elleme.



Photo: Courtesy of Elleme.



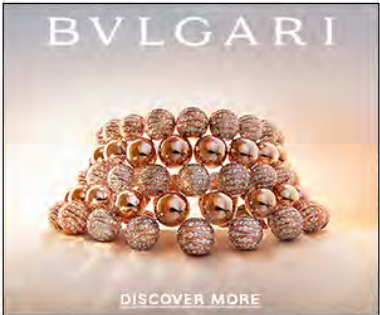
Elleme Dimple canvas zip shoulder bag

\$445
NEIMAN MARCUS



Elleme Dimple shoulder bag

\$320
FARFETCH



Elleme Space leather shoulder bag

\$538
FARFETCH



Elleme Vague shoulder bag

\$494
FARFETCH

Shop More Bags From Vogue Shopping

- 32 [Minimalist Bags](#) That Whisper Chic—From Khaite to Everlane
- The [Best Crossbody Bags](#) to Shop Now
- The [Best Work Bags for Women](#) Are Stylish and Functional

- 32 [Minimalist Bags](#) That Whisper Chic—From Khaite to Everlane
- The [Best Crossbody Bags](#) to Shop Now
- The [Best Work Bags for Women](#) Are Stylish and Functional
- The [Best Everyday Handbags](#), According to *Vogue* Editors
- The 40 [Best Wallets for Women](#) to Shop Now

[Laura Jackson](#) is one of Vogue.com's resident commerce writers and is a self-proclaimed connoisseur of all things chic. She gained a keen editorial eye earlier in her career, curating fashion shoots all over the world as market editor at *W Magazine*. She joined *Vogue's* Shopping Team in June 2022 to... [Read more](#)

Topics Bags It Bags Emerging Designer Accessories

Vogue Daily

The latest in top fashion stories, editor's picks, and celebrity style.

SIGN UP NOW

By signing up you agree to our [User Agreement](#) (including the [class action waiver and arbitration provisions](#)), our [Privacy Policy & Cookie Statement](#) and to receive marketing and account-related emails from Vogue. You can unsubscribe at any time. This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

READ MORE

SHOPPING

The Best Raffia Bags Aren't Just for the Beach—Shop 56

SHOPPING

Jennifer Lawrence's Summer-in-the-City Style Is Fail Proof—

SHOPPING

The Best Raffia Bags Aren't Just for the Beach—Shop 56 Chic, City-Friendly Styles

BY LAURA JACKSON

SHOPPING

Jennifer Lawrence's Summer-in-the-City Style Is Fail Proof—Steal Her Looks, Here

BY KRISTINA RUTKOWSKI

SPONSORED CONTENT

Raising The Barre With Ferragamo And Francesca Hayward

SPONSORED BY FERRAGAMO

RUNWAY

New Ways Forward: A Spring 2025 Copenhagen Fashion Week Preview

BY LAIRD BORRELLI-PERSSON

WEDDINGS

Kitten Heels, Anti-Bridal Dresses, and Pink Veils: Summer 2024's Biggest Wedding Trends

BY ALICE NEWBOLD

SHOPPING

Easy Does It! Lean Into Laidback Summer Dressing With These 10 Flip-Flop Outfit Ideas

BY LAURA JACKSON

Taboola Feed

U.S. Privacy Sponsored Links by Taboola



These Bargain Train Tours Will Leave You Speechless



The Cost Of Dental Implants For Seniors in 2024 (See



8 "Ridiculous" Veteran Perks (See Full List)



These Bargain Train Tours Will Leave You Speechless

FavoriteSearches



The Cost Of Dental Implants For Seniors in 2024 (See Pricing)

Best Searches



8 "Ridiculous" Veteran Perks (See Full List)

Veterans Savings List

Learn More



Redwood City: These New Senior Living Apartments Are Stunning

Best Searches Now



Starting June 18,2024, the US government and **State Farm** will provide free car insurance for seniors **over 50** years old!

Click to view

Benefits of State Farm Auto Insurance for Seniors

Auto Insurance

Learn More



Rub Toothpaste On Your Fingernails, Here's Why

LifeHackin



VOGUE

The latest fashion news, beauty coverage, celebrity style, fashion week updates, culture reviews, and videos on Vogue.com.



MORE FROM VOGUE

NEWSLETTER

CUSTOMER CARE

VERIFY SUBSCRIPTION

CONTACT US

ABOUT VOGUE

CAREERS

PROJECTS

VOGUE ARCHIVE

SEE MORE STORIES

FASHION

BEAUTY

CULTURE

LIVING

RUNWAY

SHOPPING

MAGAZINE

GIFT GUIDES

VOGUE

The latest fashion news, beauty coverage, celebrity style, fashion week updates, culture reviews, and videos on Vogue.com.



MORE FROM VOGUE

NEWSLETTER

CUSTOMER CARE

VERIFY SUBSCRIPTION

CONTACT US

ABOUT VOGUE

CAREERS

PROJECTS

VOGUE ARCHIVE

FORCES OF FASHION

VOGUE SUMMER SCHOOL NYC

SEE MORE STORIES

FASHION

BEAUTY

CULTURE

LIVING

RUNWAY

SHOPPING

MAGAZINE

GIFT GUIDES

[USER AGREEMENT](#) | [PRIVACY POLICY](#) | [YOUR CALIFORNIA PRIVACY RIGHTS](#) | [ACCESSIBILITY HELP](#) | [MASTHEAD](#)

CN Fashion & Beauty

United States ▾

| [VISUAL STORIES](#) | [COOKIE SETTINGS](#)

© 2024 Condé Nast. All rights reserved. Vogue may earn a portion of sales from products that are purchased through our site as part of our Affiliate Partnerships with retailers. The material on this site may not be reproduced, distributed, transmitted, cached or otherwise used, except with the prior written permission of Condé Nast. [Ad Choices](#)